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Message Text

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PAGE 01 MADRID 02359 010817 Z

14
ACTION COME-00

INFO OCT-01 EUR-25 ADP-00 EB-11 CIAE-00 INR-10 NSAE-00

RSC-01 RSR-01 /049 W
---------- 074144
R 301720 Z APR 73
FM AMEMBASSY MADRID
TO SECSTATE WASHDC 5655

UNCLAS MADRID 2359

FOR COMMERCE

E. O. 11652: N/ A
TAGS: ETRD, SP
SUBJECT: MARKET SURVEY: PRINTING AND GRAPHIC ARTS EQUIPMENT

REF: DEPT A-2258

1. IN ACCORDANCE WITH INSTRUCTION A-2658, EMBASSY DISTRIBUTED RESEARCH SPECIFICATIONS TO 13 FIRMS INVITING THEM ALL TO SUBMIT PROPOSALS. ONLY FOUR FIRMS ATTENDED SESSION IN EMBASSY FOR ADDITIONAL
EXPLANATION. THESE INDICATED DEPT OF COMMERCE' S COST ESTIMATES HARDLY REASONABLE; THAT SCOPE OF STUDY, TOGETHER WITH DOLLAR DE-VALUATION PLUS LOCAL INFLATION FORCED HIGHER COST ESTIMATES.

2. THREE FIRMS HAVE SUBMITTED PROPOSALS. METRA SEIS, PASEO DE LA CASTELLANA 86, MADRID 16, THE LOWEST AT $4,886. METRA SEIS PROPOSAL RATHER GENERAL WITH INDICATION POOR ENGLISH CAPABILITY. INDICATES 24 TO 26 INTERVIEWS SUPPLEMENTED BY APPROXIMATELY 100 PHONE CALLS. DISTRIBUTION OF INTERVIEW INDICATES INCOMPREHENSIBLE ERROR IN STATING THERE ARE NO SPANISH PGA EQUIPMENT MANUFACTURERS, ALTHOUGH
METRA SEIS PROPOSAL PROJECT SUPERVISOR FORMERLY TECHNICAL DIRECTOR
ALTAMIRA- ROTOPRESS, S. A., A LEADING SPANISH JOB PRINTER. METRA SEIS BACKGROUND IN PGA FIELD RATHER IMPRESSIVE. HOWEVER METRA SEIS STUDY " PACKAGING MACHINERY EQUIPMENT" MAY 1967, NOT PARTICULARLY IMPRESSIVE ALTHOUGH IN ABSENCE SPECIFICATION PERHAPS EMBASSY JUDGE-MENT OVERLY HARSH.

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3. SIE, SOCIEDAD DE INVESTIGACION ECONOMICA, MINO 1, MADRID 2, PROPOSES STUDY WITH 27 INTERVIEWS APPROPRIATELY SPREAD OVER IN-DUSTRY INCLUDING THREE PGA MANUFACTURERS, FOR PESETAS 3 20,000, APPROXIMATELY $5,500. SIE PROPOSAL AND BACKGROUND IMPRESSIVE. FIRM HAS CONSIDERABLE INTERNATIONAL EXPERIENCE.

4. THIRD PROPOSAL, IBERIAN MANAGEMENT CONSULTANTS, CASADO DEL ALISAL
4, MADRID 14, WITH 30 INTERVIEWS FOR $5,750. IMACO PROPOSAL SHORT AND TO THE POINT. ITS EXPERIENCE DEFINATELY LESS THAN OTHER TWO FIRMS. HOWEVE R, PROJECT SUPERVISOR KNOWN AND WELL REGARDED BY EMBASSY STAFF.

5. IF MONEY PRIME REQUIREMENT, EMBASSY WOULD RECOMMEND METRA SEIS AND SUPERVISE PROJECT DEVELOPMENT PRACTICALLY ON CONTINUING BASIS AND STILL RUN RISK OF HAVING TO GO BACK FOR ADDITIONAL DATA. METRA SEIS IS WELL KNOWN AND WELL REGARDED ORGANIZATION WHICH WOULD BE EXPECTED TO MEET CONTRACTUAL OBLIGATIONS. IF RISK OF WORKING WITH METRA SEIS TOO HIGH, EMBASSY SEES NO REAL DISTINCTION BETWEEN SIE AND IMACO AND THE LOWER PRICE OF SIE SHOULD BE DECISIVE.
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